

New York International Bridal Week returns to Piers 92/94

The second New York International Bridal Week will be held April 9-11,

2011, at Piers 92/94 in New York City.

In the show's October 2010 debut, New York International Bridal Week delivered on its promise to provide a convenient and accessible bridal market for both designers and retailers. The October show featured close to 200 of the top-name manufacturers of leading American and European collections.

"Our first show received overwhelmingly positive reviews from exhibitors and retailers alike," said Susan McCullough, senior vice president of apparel for MMPI. "Retailers were appreciative of the convenience and ease of shopping that came with so many designers all in one location. We hope more people will be on board for the next show so that we can truly provide a more convenient and easy-to-shop market for retailers and press."

New York International Bridal Week gives retailers and manufacturers the opportunity to experience a professional bridal trade show in New York with some of the best names in the bridal industry. Buyers will enjoy one-stop shopping with all the conveniences including onsite gourmet cafes, shuttle transportation, convenient parking and discounts at top hotels.

New York International Bridal Week is produced by MMPI, which also produces the National Bridal Market Chicago, the nation's leading trade show for the bridal industry.

For more information, visit www.newyorkbridal.com or call 800-677-6278 (MART).